

City of Scottsdale 2020/21 – Golden Rule Day Celebration Social media and Communications Plan

Vice-Chair Emily Hinchman and Commissioner Hannellie Mendoza

Goal:	<p>Create community space, engaging our community in celebration and promoting the values of kindness, empathy, respect, and civility</p> <p>Objectives:</p> <ol style="list-style-type: none">1. Engage community partnerships to increase success for resources2. Work with Communications team for Instagram, Twitter and request to share posts.3. Create a plan to engage adults (mentor/show them/speak up/learn); Align with Dinner & Dialogue conversations. <p>Create a contingency plan and plan a virtual Golden Rule Day Celebration.</p> <ol style="list-style-type: none">1. Consider ways that this could be rolled out.2. Beginning planning meetings to determine what this might look like? Speakers, videos, clips, performances, etc.
Key message:	<p><i>Scottsdale is a Golden Rule City: Kindness, respect, empathy and civility.</i></p> <p><i>Include the youth, teaching and learning from the community.</i></p> <p><i>Scottsdale is a welcoming, inclusive city</i></p> <p>Scottsdale For All</p> <p>Connecting for unity</p> <p>Treat others how you want to be treated</p> <p>Free Hugs</p> <p>Be Kind</p>
Key measures:	<ul style="list-style-type: none">• 1000 people or more to participate in either a Civic Center celebration; 200 to 500 people to participate virtual celebration (500 people on virtual)

	<ul style="list-style-type: none"> • Through observable and tangible measures, such as conversation/feedback of the event; questionnaires, evaluations. Strive for 90 percentiles of above average/excellent or exceeds expectations (TBD). • Increase in trust through positive interactions and dialogue or social media dialogue Facebook posts. • Engagement increases through social media “shares”, confirming support for the event. <p>Feedback in messaging will be used as part of assessment in engagement/for modifications for content.</p>
Community partners	Human Relations Commission, City of Scottsdale, Community Diversity Partners, others. Longer list to be added later. Currently accepting sponsorship or other in-kind resources.

Timing DRAFT					
<u>Date(s)</u>	<u>Activity</u>	<u>Location</u>	<u>In Progress</u>	<u>Complete</u>	<u>Responsible</u>
6/30/20	Confirm city’s specific virtual capabilities to host a large scale “meeting” – This will determine whether we can have a virtual event or not.				S.Cini K. Corsette
7/ /20	Create a SAVE THE DATE!! Invite Community Diversity Partners to join us as an interactive, fun outreach opportunity; confirm by December 2020. Virtual involvement can include participants going to their site and visiting; Could also create a short 30 second PSA or ad for organization.	Facebook	X		E. Hinchman H. Mendoza
7/ /20	Set up regular planning meeting (monthly and quarters) schedule to meet quarterly; plan on monthly updates to Commission.	Zoom meeting	X		S. Cini
10/ /20	Confirm funding and sponsorships; Confirm a virtual plan (contingency)				All